GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture Department - Buffer Stocks - Nomination of Andhra Pradesh State Cooperative Marketing Federation Limited (AP MARKFED) as Nodal Agency for procurement & preposition of the fertilizers for the years 2017-18, 2018-19 & 2019-20 – Operational Guidelines – Approved- Orders – Issued -

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AGRICULTURE AND COOPERATION (AGRI.III) DEPARTMENT

G.O.RT.No. 269 **Dated: 15-05-2017**

Read the following:-

1. G.O.Rt.No.209, Agri. & Coop. (Agri.III) Dept., Dated 6-4-2017.
2. From the Director, Agriculture, A.P. Guntur, Lr.No.Fert(2)116/2014, dt. 06-04-2017.
3. From the Director, Agriculture, A.P. Guntur, Lr.No.Fert(2)27/2015, dt. 11-04-2017.

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O R D E R:-

In the circumstances reported by the Director of Agriculture, A.P. Guntur in the references 2nd and 3rd read above, Government after careful examination hereby issued the following amendment to the item No.(iii) and (iv) of para 3 of the G.O. 1st read above:

AMENDMENT

In Para 3 of the G.O.1st read above, the words 'for the year 2017-18' occurred in item No.(iii) & (iv) shall be deleted.

2. The operational guidelines on fertilizer supply, distribution & monitoring for the year 2017-18 is annexed to this order.

3. The Director of Agriculture, A.P., Guntur / The Managing Director, A.P.MARKFED, Vijayawada shall take further necessary action, in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B. RAJSEKHAR,
SPECIAL CHIEF SECRETARY TO GOVERNMENT(AGRI)(FAC).

To
The Director of Agriculture, A.P., Old Mirchi Yard,
Chuttugunta, Guntur.
The Managing Director, A.P.MARKFED, Vijayawada.
Copy to:
The P.S. to Spl. C.S. (Agri)(FAC).
Sf/Sc.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

OPERATIONAL GUIDELINES ON FERTILIZER SUPPLY, DISTRIBUTION & MONITORING FOR THE YEAR 2017-18

I. SUPPLY PLAN

1. Month-wise, Product-wise fertilizer supply plan is communicated to all District Joint Directors of Agriculture and manufacturers / suppliers/concerned on the basis of monthly allotments approved by Department of Fertilizers (DoF) Govt. of India.
2. On receipt of the district monthly supply plan, the District Joint Directors of Agriculture should prepare Mandal / Product / Manufacturer wise District supply plan of the Month. This should be based on areas likely to be covered / requirement as per the seasonal conditions but not based on indents or requisitions from individuals / institutions.
3. The Joint Directors of Agriculture should duly prioritize the needy areas, based on the cropped areas/extent and in turn communicate the allotments to the ADAs/MAOs.
4. All MACS shall be treated as retailer.

II. DISTRIBUTION

1. On receipt of stocks at rake point, Rake in-charge Officer will monitor the distribution as per the allotment issued by Joint Director of Agriculture with the approval of District Collector.

2. It is the responsibility of the Mandal Agricultural officer/ officer designated to intimate the farmers of those villages about the availability, time and date of distribution of fertilizers by making wide publicity through tom-tom. The JDAs shall keep a close watch on the movement of rakes and if there is any delay in rake arrival / supplies this should be immediately informed by beat of tom-tom in the concerned villages, so that farmers are kept informed and not put to inconvenience.

3. Wide publicity on availability of fertilizers should be given in the local press/electronic media to allay the fears among the farmers, and to avert panic buying by the farmers.

4. All the dealers and PACS shall maintain the list of farmers who received fertilizer village wise in each mandal. PACS shall preferably allot only to its members to avoid duplication of receipts of fertilizers for PACS and dealers.
    1. Stock boards shall be displayed without fail.
    2. Fertilizers to farmers should be given based on soil health cards recommendations only.
5. Village wise list, Mandal wise list of farmers shall be computerized by the JDAs on weekly basis. Distribution should start as and when the farmers come to purchase on the specified day and distribution shall not be held up waiting for all farmers to come and queue up.

6. **AP MARKFED shall maintain buffer stocks of 2.00 Lakh MT viz 0.25 LMT of DAP; 0.25 LMT of Complexes and 1.50 LMT of Urea to avoid any hardship to the farmers.**

7. The JDAs should allot fertilizer stocks (Urea, DAP, Complex) to the AP Markfed up to the level of indicated buffer quantities and if any further requirement sought by AP Markfed may be allotted, otherwise the balance quantities to be allotted to private dealer network. The AP MARKFED should maintain district wise indicated buffer levels for distribution to the needy, credible and active PACSs. Buffer stocks may also be allotted to DCMS, IKP groups, Rythu Mitra Groups, Cane Development Associations linked to Sugar factories.

8. Joint Directors of Agriculture should give priority to old DAP, Complex, Urea stocks of APMARKFED while giving allocations, so that MARKFED shall replenish the stocks with fresh arrivals from time to time and maintain the buffer as indicated by this office. Markfed also having responsibility of not piling old stock.

9. Stocks should not be allotted to PACs which are not financially sound/defaulters.

10. The allotment in the peak season to a retail dealer should be limited to 2 trucks only.

11. PACS outlets may be allowed direct access to procure from the rake point whenever required as per the allotment indicated by the District Collector to avoid delay. No stocks should be held by MARKFED in their godowns at the cost of farmers' requirement on the ground that PACS are delaying lifting of stocks.

12. The PACS/specified dealer should give fertilizers as per the acreage and requirement to a single farmer. The PACS should sell the stock to the members as well as non-members of villages attached to that PACS.
13. Wherever there is no PACS/Dealer network, the alternative agency may be identified preferably RMGs and other self help groups.

14. In case of products dispatched directly from the manufacturing units, the manufacturer should inform through mail/telephone to the rake in charge officer / district JDA/ Commissioner about the product/Quantity/lorry number/time of dispatch and time of likely arrival at the retail dealer point (with address).

15. The district JDA should plan after identifying critical areas where dealer network is weak and if necessary, JDA will pool Departmental Officials and entrust with supply and distribution plans in those areas.

16. The supply of products shall be as per availability and production undertaken by the manufacturers and no branding to a particular product should be encouraged. Awareness should be created among the farmers on nutrient contents of different brands of a product.

17. As a policy of implementing Aadhar enabled fertilizer distribution throughout the state from 01.05.2017, no dealer is allowed fertilizer sales without e-PoS device.

III. MOVEMENT:

1. To prevent inter-state unauthorized/ illegal movement of fertilizers, the border District JDAs must keep constant vigil with check post authorities. The stocks supplied in the border districts should be super scribed “Meant for sale in Andhra Pradesh only”.

2. The dealers possessing whole sale license from the C&DA office, shall not move the stocks out of the district without prior approval from the C&DA office. The stocks meant for the district as per supply plan should be distributed in that district only.

3. Any modification in the allotments given by District Collector to wholesale/ retail dealer shall be with specific permission by the district authority only.

IV. MONITORING

1. A Committee consisting of JDA, representatives of fertilizers companies, including lead Manufacturers representative, District Co-operative Officer D.M. (MARKFED) headed by the Joint Collector shall monitor supply of fertilizers to farmers through private dealers and PACS on regular basis as per need.
2. District JDAs should keep continuous contact with the manufacturing/supplying companies’ representatives at district level, specify the areas for supplying fertilizers well in advance and monitor the supply. Any shortfall/ problem are to be brought to the notice of Commissioner of Agriculture, A.P.
3. The JDAs at the district level should organize district level fertilizer dealers’ meeting during the 1st week of the month and coordinate the supplies as per supply plan.
4. The responsibility of Rake in-charge Officer/officer designated is to liaison with Railways & Ports from time to time and intimates the details of date of arrival of rakes & vessels /quantities to Joint Directors of Agriculture & also to C&DA’s office. Similar information from Manufacturing Unit should be passed on to all concerned.
5. Monitoring cells at District level must be activated and **daily reporting** should be continued as per the proforma already communicated.
6. Constitute DBT Working group comprising all stake holders and grievance redressal Mechanism at district level and sub-division level.

V. NUTRIENT BASED SUBSIDY:

1. In the wake of “Nutrient Based Subsidy Policy” the per Metric Tonne subsidy of P & K fertilizers has been fixed by Department of Fertilizers, GoI. The details of Product-wise subsidies from time to time are available on the Official website of Department of Fertilizers (DoF) .

2. The retail prices of P & K fertilizers will be decided by the Manufacturers/Companies. The Companies shall print clearly on the bags the following details :

    (a) Maximum Retail price of the product (in Rs.)

    (b) Applicable subsidy on the fertilizer bags (in Rs.)

    (c) The batch number should be printed in indelible ink in the case of SSP bags.

3. Any sale above the printed MRP will be punishable as per Act.

VI. REGULATION:

1. Since 2012, the fertilizers licensing is being done through OLMs only. No district JDA should allow issue of licenses through manual process.

2. All the JDAs are instructed to take stringent actions on erring dealers under FCO/EC ACT. Any soft pedaling by ADAs/JDAs is noticed will be viewed seriously.
3. Any sale above the printed MRP will be punishable under FCO. The fertilizer inspectors should inspect the retail outlets and ensure that the fertilizers are sold at maximum retail prices printed on the bags.
4. The JDAs should obtain the product wise, Company wise MRPs (indicating the retail price, VAT applicable & subsidy applicable separately) fixed and printed on the bags by the manufacturers and submit the details to this office.
5. Internal squads should be formed as and when required for enforcement of FCO provisions to ensure the printing of prices of every bag, to monitor that on no account shall the fertilizer bags are sold over and above MRP.
6. The request for inclusion of new godowns of the fertilizer Companies shall be processed and granted as per the procedures speedily whenever the stocks are moved to new godowns during peak season of Fertilizer movement by the concerned notified authority in their jurisdiction.
7. Action taken report against violators of FCO 1985 provisions should be submitted by 5th of every month without fail.

VII. <u>REPORTING:</u>

1. Information on day-wise supplies from the manufacturers should be collected, cross-checked with retailers about actual arrivals and sales to farmers and closing balances (ground stocks) should be reported to the Commissionerate.
2. Daily Fertilizer availability report should be submitted in the following proforma:

S.No	Product	Opening Balances	Receipts (*)	Availability	Sales	Closing Balances
1	2	3	4	5 (3+4)	6	7 (5-6)

The above information should be furnished for the stocks with Private Dealers (retailers and wholesale dealers), MARKFED and Company Godowns

(*Receipt: Company, product-wise receipts to be furnished.)

B. RAJSEKHAR,
SPECIAL CHIEF SECRETARY TO GOVERNMENT(AGRI)(FAC).